



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Farmers Market and General Events at Lodi Lake Park
MEETING DATE: May 6, 2009
PREPARED BY: James M. Rodems – Interim Director/Parks and Recreation

RECOMMENDED ACTION: Provide direction or clarification of the Recreation Commission's role in approving events at Lodi Lake or any other property under the purview of the Parks and Recreation Department, and what types of events would require City Council approval.

BACKGROUND INFORMATION: The concept of a Farmers Market at Lodi Lake Park was established through the Recreation Commission. Commissioners felt a small Saturday morning market that offered locally grown produce and food items would be a good fit on a Saturday morning.

With the installation of a new parking lot and the ability to use the surface area to control a small market, plans have been developed for a pilot program in the spring/summer of 2009. The market would have minimal vehicle impact on the park while allowing for a high amount of foot traffic early on a Saturday morning. This would not impact events and rentals that occurred later in the day.

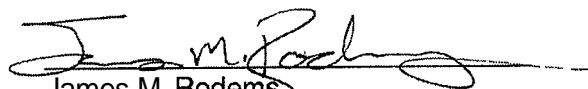
The Farmers Market is only one event that is being proposed to increase the use of Lodi Lake Park. Also under consideration is a concert in the park series in July and August. All events are brought to the Recreation Commission for discussion and approval.

The City does not have a policy regarding the approval of events at Lodi Lake Park or any other park other than the encroachment permit process for special events.

FISCAL IMPACT: A spring/summer Farmers Market has the potential to generate \$16,000 in revenue for the Parks & Recreation Department. Additional events could increase gate and rental fees by an unknown amount.

FUNDING AVAILABLE: Not applicable


Jordan Ayers, Deputy City Manager


James M. Rodems
Interim Director-Parks and Recreation

Attachments

APPROVED:


Blair King, City Manager

K-4

Randi Johl

From: kpolenske@comcast.net
Sent: Wednesday, May 06, 2009 3:38 PM
To: City Council; City Council
Subject: Lodi Lake Farmers Market

I believe this is up for discussion at your next meeting. I live a few blocks from Lodi Lake (walking distance) and was very excited when I read about the farmers market to be held there. Everyone I discussed it with thought it was a great idea and were looking forward to it. The market downtown is a great event but it is difficult to get there after a long work day and the weather is often very hot at that time of the day. We're not interested in the non-food item vendors and thought it would be more enjoyable to go on a Saturday morning when we have more time, the weather will be cooler and it would be primarily just fruits and vegetables.

There are very few events in the North West part of town (that aren't wine related). We can hear most events held at the lake from our home. Only those with loud music and announcers on a sound system are bothersome (but tolerable on occasion). While a suggested alternative, Salas Park is a nice park, it is about as far away as you can get from our part of town. I sincerely doubt I would bother to attend an event there. Any number of grocery stores would be much closer to pick up some fruits and veggies.

I love Lodi Lake and hope you approve this event to be held there.

Thank you,

Kathy Polenske

05/06/2009